

DISTRACTED DRIVING 101

A study guide to preventable pain, suffering, death and destruction.

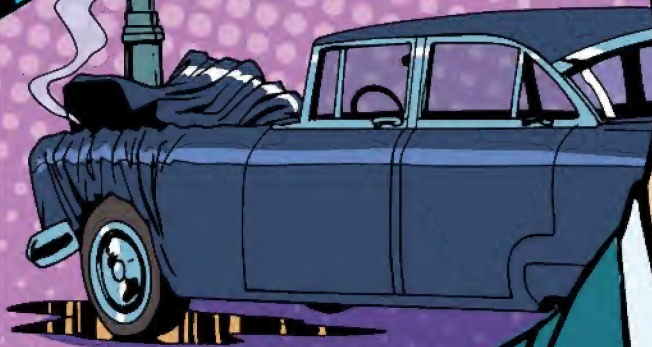


U.S. ARMY COMBAT READINESS CENTER





WHY DO WE CALL IT
DISTRACTED DRIVING?



If you're *Distracted* . . .
Then you're not *Driving*!





ARMY POLICY



Vehicle operators on DOD installations and operators of Government-owned vehicles, on or off the installation, will not use cellular phones or other hand-held electronic devices unless the vehicle is safely parked or they are using a hands-free device. This prohibition includes text messaging using hand-held devices. Government-supplied electronic equipment that may be used for text messaging or other hand-held uses is prohibited for use by DOD personnel while driving any vehicle, whether or not on official Government business. The only exceptions to this prohibition are emergency responders (such as military police, ambulance, fire emergency, EOD and HAZMAT responders) while in the performance of their official duties.

Army Regulation 385-10, Para. 4-E



**So You THINK
You CAN DRIVE...**



DISTRACTED?

CRASH!!

BAMM





LET'S FIRST DEFINE THE PROBLEM

- ★ Distraction occurs any time you take your eyes off the road, your hands off the wheel, and/or your mind off your primary task: driving safely. Any non-driving activity you engage in is a potential distraction and increases your risk of crashing.
- ★ Distracted driving kills. The friends, families and neighbors of the thousands of people killed each year in distracted driving crashes will tell you it is a very serious problem. The nearly half a million people injured each year will agree.

JUST THE FACTS

- ★ In 2014, 3,179 people were killed in motor vehicle crashes involving distracted drivers, just slightly higher than those killed in 2013. Additionally, 431,000 were injured, which is an increase from 424,000 in 2013. Today, eight people will die in the US and 1,161 will be injured in crashes that involve a distracted driver.
- ★ 169.3 billion text messages were sent in the US (includes PR, the Territories, and Guam) every month during 2014.
- ★ 10 percent of drivers under age 20 involved in fatal crashes were reported as distracted at the time of the crash.
- ★ Drivers in their 20s make up 27 percent of the distracted drivers in fatal crashes.
- ★ Drivers engaging in visual-manual subtasks (such as reaching for a phone, dialing and texting) associated with the use of hand-held phones and other portable devices are three times more likely to be involved in a vehicle crash than non-distracted drivers.
- ★ But they are not alone. At any given moment during daylight hours, over 660,000 vehicles are being driven by someone using a hand-held cellphone.



SO ARE YOU READY TO TURN IT OFF?

MEET A FEW WHO WEREN'T



So, You THINK You CAN

MULTITASK?

Texting or talking on a hand-held cellphone involves three different types of distraction simultaneously:

- ★ **VISUAL:** *Taking your eyes off the road*
- ★ **MANUAL:** *Taking your hands off the wheel*
- ★ **COGNITIVE:** *Taking your mind off driving*

Just talking on a cellphone reduces the brain activity devoted to driving by 37 percent.

Distracted drivers have caused pedestrian deaths to rise 50 percent, mostly due to texting, talking or eating at the wheel.

BUT, YOU CAN ONLY DO ONE AT A TIME !!



**SO YOU THINK HANDS-FREE
IS THE ANSWER?**

STOP!



**VOICE TEXTING (*HANDS FREE*) IS NO SAFER THAN ...
... MANUAL TEXTING.**

SO YOU THINK DRIVING DISTRACTED IS JUST ABOUT TEXTING?

Distracted driving involves any activity that could divert a person's attention from the primary task of driving:

- ★ Texting, using a cellphone, smartphone or tablet
- ★ Eating or drinking
- ★ Talking to passengers
- ★ Grooming
- ★ Reading, to include maps
- ★ Using a navigation system
- ★ Watching a video
- ★ Adjusting a radio, CD player or MP3 player



SO YOU THINK YOUR FRONT SEAT PASSENGER IS ALL THAT?



- ★ If you're a passenger, you can be either a help or a hindrance. The decision is yours.
- ★ Many decisions have long and lasting effects, i.e., death lasts a long time.

**SO YOU THINK IT'S JUST
TEENAGERS DRIVING
DISTRACTED?**

OMG!

HONK! HONK!



25 percent of driving teens
respond to a text message once
or more every time they drive.

But 47 percent of all adults who
text say they have sent or read
messages behind the wheel.

SO ARE YOU READY TO TURN IT OFF?

MEET A FEW WHO WEREN'T





**ONE
SOLUTION:**

Turn off your phone or switch it to silent mode before you get in the car, then place it out of reach.

**WHAT
ELSE?**

**So You THINK
You CAN DRIVE...**



DISTRACTED?

**CRASH!!
BAMM**

